

Luke Kingma

CONTENT DIRECTOR • CREATIVE STRATEGIST

 lukekingma.com  lukekingma@gmail.com  Los Angeles, CA



MY EXPERIENCE

 | Senior Creative Strategist (Freelance)

 03/20 - Now  Brooklyn, NY

- Led global audit to unify voice, tone, and aesthetic across digital channels
- Joined COVID-19 response efforts as lead in-house writer (1M+ reached)
- Spearheaded creative refresh for new user email flows (2x conversion boost)

 | Content Director (Contract)

 01/19 - 01/20  Los Angeles, CA

- Co-built Seed University, a digital university for influencers (Forbes, Quartz)
- Led creative refresh of email newsletter and architected new drip series
- Developed robust editorial and publishing strategy for long form content

 | VP, Head of Creative

 12/15 - 12/18  Brooklyn, NY


- Built in-house content team and grew monthly viewership from 25m to 200m
- Led creative marketing efforts for Gravity Blanket (\$5M raised on Kickstarter)
- Created Futurism Cartoons (5-figure Running Press publishing deal)
- Developed original sci-fi series 'Glimpse' (20m views, FB distribution deal)

 | Associate Creative Director

 03/14 - 09/15  Los Angeles, CA

- Handpicked by Gary Vaynerchuk to open LA office and build creative team
- Developed campaigns for 20th Century Fox, Toyota, Mattel, and Warner Bros.
- Architected 'Survive the Night' (2015 Shorty Award, Best Use of Snapchat)

 | Senior Copywriter

 02/13 - 02/14  New York, NY

- Built Monopoly 'Save Your Token' campaign (24% attributable increase in sales)
- Grew Hasbro portfolio from 1 brand to 10+ brands (managed 5 copywriters)
- Socialized Spotify's 'Year in Review' with personalized, shareable cards

FREELANCE WORK

 | Content Direction

 | Creative Strategy

 | Copywriting

 | Brand Strategy

 | Content Strategy

MOST PROUD OF

 Gravity Blanket

Establishing the branding and messaging for a new product, launching that product on Kickstarter, raising \$5 million, and ultimately shipping it to customers was an incredibly formative experience for me.

 Cartoons from Tomorrow

Developing a Black Mirror-inspired cartoon series, launching that series on Instagram, growing it into Futurism's most engaged media property, and ultimately getting it published in a book was beyond humbling.

EDUCATION

 University of Pittsburgh

Marketing + Film Studies

 2006 - 2010  Summa Cum Laude